

Chapter 1

**“Starting Point for Selling Solutions for
On Demand Business”**

Chapter Objectives

- Learn the responsibilities of a Solution Designer
- Learn the characteristics and responsibilities of a Solution Advisor

- To build a successful On Demand Business, organizations need access to highly skilled professionals to help them establish an On Demand Business vision and to help transform their business processes and implement changes.
- There are 2 certifications, Solution Designer and Solution Advisor, that focus on the key capabilities required to develop an On Demand Business strategy, select specific technologies and products, design an implementable solution, and implement and maintain that solution.

Solution Designer

Translates a client's business requirements into an implementable solution for On Demand Business.

- Gathering client business requirements
- Analyzing business processes
- Articulating industry and technology trends within the framework of the IBM On Demand Business strategy
- Creating high-level technical requirements and solution design using the most effective practice
- Managing the business and technical trade-offs and constraints during the design process
- Receiving the expertise of specialists and coordinating their contributions to ensure a complete solution
- Assisting with proposal preparation
- Making sure the On Demand Business solution meets client requirements

Solution Advisor

Validates the ability to engage clients, develop On Demand Business strategic vision, translate client requirements into On Demand Business opportunities, and manage the client relationship.

Anyone who sells IBM solutions to help clients attain an On Demand Business.

Has the ability to translate client business requirements into implementable solutions for On Demand Business.

Mainly for those with IT consulting or architecture experience.

Solution Advisor

- Identifying potential clients for On Demand Business
- Building client relationships
- Identifying client business problems and requirements
- Facilitating the creating of the buying vision
- Articulating the IBM value proposition
- Orchestrating solution development
- Closing the sale
- Verifying the solution meets the client's expectations

What You Have Learned

- The responsibilities of a Solution Designer
- The characteristics and responsibilities of a Solution Advisor